

Message Text

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53

ACTION COME-00

INFO OCT-01 AF-05 ADP-00 EB-05 RSR-01 RSC-01 /013 W

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R 171520Z JUL 73

FM AMEMBASSY KINSHASA

TO SECSTATE WASHDC 4003

UNCLAS KINSHASA 5826

E.O. 11652: N/A

TAGS: BEXP, CG

SUBJECT: FY-1974 COMMERCIAL OBJECTIVES

REF: STATE 50002 STATE 128397

1. TOTAL COUNTRY COMMERCIAL PROGRAM AND COMMENTS FOR
KINSHASA FORWARDED WASHINGTON BY A-122, JULY 12, 1973.

2. PRINCIPAL COMMERCIAL OBJECTIVES AS FOLLOWS:

A. INDUCE ADDITIONAL DOLS 2.5 - 4.5 MILLION IN
U.S. EXPORTS TO THE ZAIRE THROUGH TRADE-PROMOTION
EVENTS AND SERVICES: I.E. SPECIALIZED TRADE MISSION,
TECHNICAL SALES SEMINAR, CATALOGUE-SAMPLE SHOW.

B. OBTAIN 33 ADDITIONAL NEW-TO-MARKET PENETRATIONS
OF ZAIRIAN MARKET USING ABOVE-MENTIONED EVENTS PLUS
TRADE OPPORTUNITY PROGRAM, WTD'S AND ADS.

C. ASSIST TEN OLD-TO-MARKET MANUFACTURERS IMPROVE
COMPETITIVE POSITION ZAIRE.

D. ASSIST U.S. FIRMS/CONSORTIA IN OBTAINING CONTRACT
AWARDS AMOUNTING DOLS 7.5 -15 MILLION ADDITIONAL EX-
PORTS.

E. INDUCE TWO NEW INVESTMENT AGREEMENTS BY U.S.
FIRMS AMOUNTING TO DOLS 4 - 8 MILLION INCREASE IN U.S.
INVESTMENT IN ZAIRE.

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F. ASSIST IN ACHIEVING REALIZATION IN FY-74 OF TWO
STALLED U.S. INVESTMENTS, TOTALING DOLS 10 MILLION.

3. POST ALSO INTENDS DEVELOP TRADE INFORMATION CENTER
(TIC) IN FY-1975 BASED ON GROUNDWORK LAID DURING FY-1974.
TIC WILL BE BASE FOR TRADE-PROMOTION ACTIVITIES, BUSINESS
VISITORS, COMMERCIAL LIBRARY.
VANCE

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